Source: https://www.industrydocuments.ucsf.edu/docs/rqpm0004

fil Media

MERCHANDISING OPPORTUNITIES

PAST, PRESENT & FUTURE

MAY 15, 1996

2071454772

1996 MEDIA UPDATE

MEDIA MERCHANDISING OBJECTIVES

- Enhance the Philip Morris Marketing Programs
- Leverage media spending to receive "added value" to Brand plans
- Create medium/Brand synergy
- Develop mutually beneficial programs between Publishing Partner and Philip Morris e.g. capitalize on PM Brand Events
- Increase media productivity
- Minimize expenses incurred for internal programs

2071454773

Source: https://www.industrydocuments.ucsf.edu/docs/rqpm0004

1996 MEDIA UPDATE

HOW MERCHANDISING DOLLARS ARE USED BY PM USA:

I. Added Value within Publications

- B&H - 1/3 pages
  - Synergistic Advertising
  - Smoker Friendly restaurant listing
  - Catalog ad

- Virginia Slims - 1/3 pages
  - Ask Virginia

- Parliament Party Zone listings

NOTE: Free 1/3 pages contingent upon a "minimum" number of advertised pages (e.g. 3-4 pages, on the "Ask Virginia" schedule)

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BENSON & HEDGES

1/3 FREE BONUS SPACE

PUBLICATION	# OF INSERTIONS	BONUS SPACE OFFERED	TOTAL VALUE
MAINLINE			
ALOHA MAGAZINE	1	RESTAURANT LISTING	$725
BETTER HOMES & GARDENS	2	CATALOG	$152,600
CHICAGO	1	RESTAURANT LISTING	$6,085
COUNTRY HOME	2	INNS & BED AND BREAKFAST	$77,051
COSMOPOLITAN	2	CATALOG	$74,610
ENCORE	2	RESTAURANT LISTING	$7,940
ESQUIRE	1	CATALOG	$20,875
FOOD & WINE	3	RESTAURANT LISTING	$47,886
HONOLULU	1	RESTAURANT LISTING	$2,820
HOME	1	CATALOG	$16,300
HOOP	1	RESTAURANT LISTING	$15,000
INTERVIEW	1	RESTAURANT LISTING	$11,350
INSIDE SPORTS	1	INSIDE OUT	$12,760
LOS ANGELES MAGAZINE	1	CATALOG	$6,775
LADIES HOME JOURNAL	4	HE SAYS, SHE SAYS	$192,000
MC CALL'S	3	CATALOG	$130,260
MIAMI OCEAN DRIVE	1	RESTAURANT LISTING	$1,920
MONEY	1	CATALOG	$38,990

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BENSON & HEDGES

1/3 FREE BONUS SPACE

PUBLICATION	# OF INSERTIONS	BONUS SPACE OFFERED	TOTAL VALUE
MOVIELINE	1	CATALOG	$5,887
NBA ALL-STAR PROGRAM	1	RESTAURANT LISTING	$15,000
NEW ORLEANS	2	RESTAURANT LISTING	$4,500
NEW YORK MAGAZINE	1	RESTAURANT LISTING	$9,170
OUT	1	CATALOG	$4,440
PEOPLE	1	CATALOG	$59,800
PEOPLE IN STYLE	1	CATALOG	$10,500
PHILADELPHIA	2	RESTAURANT LISTING	$11,776
Q SAN FRANCISCO	2	BED & BREAKFAST LISTING	$3,600
REDBOOK	2	CATALOG	$73,931
SAN DIEGO	2	RESTAURANT LISTING	$6,800
SPORTS ILLUSTRATED	1	CATALOG	$62,915
SOAP OPERA DIGEST	1	CATALOG	$18,330
THE STAR	2	CATALOG	$51,300
TRAVEL & LEISURE	1	CATALOG	$22,150
TIME	1	CATALOG	$67,500
US	2	CATALOG	$40,500
WORKING WOMAN	2	CATALOG	$35,600
MAINLINE TOTAL	**55**		**$1,319,646**

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BENSON & HEDGES

1/3 FREE BONUS SPACE

PUBLICATION	# OF INSERTIONS	BONUS SPACE OFFERED	TOTAL VALUE
ASIAN PUBLICATIONS			
A MAGAZINE	3	CATALOG	$12,090
FACE	1	CATALOG	$1,495
TRANSPACFIC	1	CATALOG	$2,100
ASIAN TOTAL	5		**$15,685**
AFRICAN-AMERICAN			
API SUPPLEMENT	2	RESTAURANT	$32,200
BLACK DIASPORA (CLASS)	1	RESTAURANT	$4,487
BLACK ELEGANCE	1	CATALOG	$3,045
BLACK ENTERPRISE	1	CATALOG	$7,114
EBONY	1	CATALOG	$17,352
EBONY MAN	2	CATALOG	$8,652
EMERGE	1	CATALOG	$4,142
ESSENCE	1	CATALOG	$13,254
JET	1	CATALOG	$8,344
UPSCALE	1	CATALOG	$4,655
VIBE	1	CLUB LISTING	$6,424
AFRICAN-AMERICAN TOTAL	**13**		**$109,669**

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BENSON & HEDGES

1/3 FREE BONUS SPACE

PUBLICATION	# OF INSERTIONS	BONUS SPACE OFFERED	TOTAL VALUE
HISPANIC PUBLICATIONS			
CRISTINA LA REVISTA	1	HOROSCOPE	$2,025
ELLE	1	"SMOKESCOPE" TIE-IN	$1,395
HISPANIC	1	RESTAURANT LISTING	$6,795
HISPANIC BUSINESS	1	SYNERGISTIC TIE-IN	$6,731
MARIE CLAIRE	1	"SMOKESCOPE" TIE-IN	$600
TV Y NOVELAS	1	HOROSCOPE	$1,800
VANIDADES	1	HOROSCOPE	$2,385
VISTA	1	RESTAURANT LISTING	$10,600
HISPANIC TOTAL	*8*		**$32,331**
GRAND TOTAL ALL PUBLICATIONS	81		**$1,477,331**

2071454778

Source: https://www.industrydocuments.ucsf.edu/docs/rqpm0004

He Said:

"Would you like to request something from the violinist?"

She Said:

"How about a light?"

BENSON & HEDGES 100's

THE LENGTH YOU GO TO FOR PLEASURE

Can this marriage be saved?

big sister. About four months ago, things started to change. I understand a baby brother can be a real pain. He messes up her room and interrupts her all the time, but he just wants to get her attention. Try to explain that to her. She means we're playing favorites.

"Most of the time, Carl [illegible] Sam's antics, which totally undermines anything I might say. As [illegible] with Sam [illegible] Cassie. Lately he [illegible] no patience for her. I'm very concerned that Cassie may be hanging out with the [illegible] crowd at school. She [illegible] at home. Her room [illegible] clothes are all over the [illegible] can't talk to me.

"But Carl comes [illegible] her sometimes that I find myself [illegible] to defend her [illegible] mad at her! [illegible] we're a triangle.

"More than anything I [illegible] close to my daughter. I [illegible] relationship with my [illegible] and now she [illegible] my daughter. The other [illegible] and when I [illegible] heard her say to Cassie [illegible] but overweight. [illegible] out of the room. I [illegible] mother for being [illegible] for not having the courage [illegible] mother off.

I adored my father, but he [illegible] working. Mother was usually off doing one of her social things. She never let me be who I wanted to be or like what I wanted to like. She even picked out my wedding dress, both times, and made all the arrangements. I couldn't stand up to her then, and I can't now.

"I thought when I married Carl my life was finally going to work out. But the bottom line is, we don't have a real [re]lationship anymore. We used to chat a lot, now all we do is argue. He rarely talks to me about work except to tell me how much worse his problems are than mine. The only way I find out what my husband is thinking or planning is if I overhear his conversations with friends. A few weeks ago, when we were out for dinner with friends, Carl was telling them about some big changes he wanted to make at work. He's a financial consultant with his own business. It was the first I'd heard about these changes.

"Just once it would be nice to have someone to talk to when I'm upset about work, about the kids, whatever. It would be nice to hear him say, 'Gee, I'm sorry, what can I do?' instead of pointing out his own problems.

Is it all that surprising that I'm not [illegible] [illegible] football [illegible]

CARL'S TURN [illegible] said Carl [illegible] tweed sport [illegible]

[illegible] My parents [illegible]

[illegible] sometimes with people. But after graduation [illegible] what I wanted to do for a living. I moved back East and [illegible]. After a couple of false starts, I heard about a financial planning program. That put it all together for me. As a financial consultant, I'd be able to help people and make a good income, too. So I got my CFP, certificate of financial planning, at night, plus my stockbroker's license, and I was hired by a local firm. Three years later [illegible] continued on page [illegible]

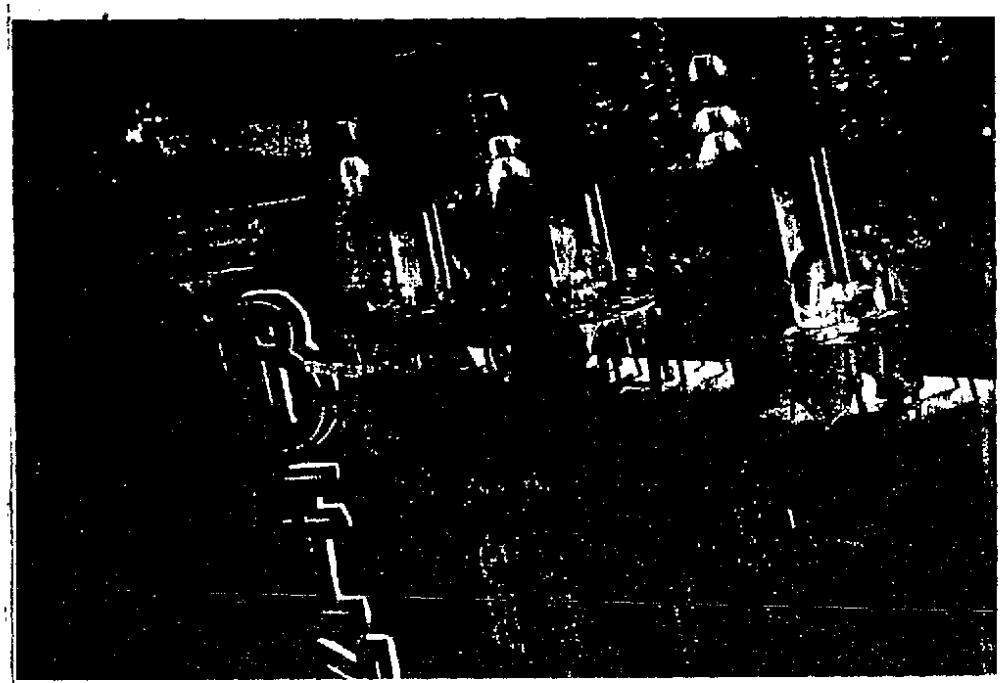
The only thing allowed to smoke in some restaurants these days is the grill.
For a great smoke, dine out.

BENSON & HEDGES 100's
THE LENGTH YOU GO TO FOR PLEASURE

SURGEON GENERAL'S WARNING: Quitting Smoking Now Greatly Reduces Serious Risks to Your Health

2071454779

The only thing allowed to smoke in some restaurants these days is the grill.
For a great smoke, dine out.



BENSON & HEDGES 100's

THE LENGTH YOU GO TO FOR PLEASURE

Enclose a welcome sign to people who smoke.
Call 1-800-424-5448 for more information.

SURGEON GENERAL'S WARNING: Quitting Smoking Now Greatly Reduces Serious Risks to Your Health

BENSON & HEDGES 100's

PRESENTS

NEW JERSEY'S MOST ACCOMMODATING RESTAURANTS

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The Meeting Place Before And After The Game

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and Armonk, NY

2071454780

Source: https://www.industrydocuments.ucsf.edu/docs/rqpm0004

The following restaurants are smoker friendly

Benash Delicatessen

Cafe Mozart

Cina Europa

Empire Szechwan

Fontana di Trevi

Hunan Park

Il Violino

The Iridium Room Jazz Club

Jennifer's

Felizia

Picholine

Shin's

Look for this welcome sign in smoker friendly restaurants

THE LENGTH YOU GO TO FOR PLEASURE

2071454781

A LITTLE SUMMER NIGHT MUSIC

that Manhattan's sweltering summers are not necessarily conducive to musical artistry. For years New Yorkers in search of live summer music were forced to journey uptown to Lewisohn Stadium on the City College campus, there to sit upon stone benches while Beethoven and Brahms vied for attention with sirens, airplanes, and street shouts. The Stadium was a great place for a cheap date, but musically, it had its drawbacks.

Mostly Mozart has done far more than fill the gap left by the demise of the Stadium Concerts; it has created a whole new concept of what summer music can be like. With sophisticated programming, outstanding performers, unbeatable surroundings, and a price scale lower than comparable winter events, Mostly Mozart has become the most popular and prestigious indoor summer festival in the world, and a particular blessing for New Yorkers. And it has also been a lot of fun, spawning, in this modern merchandising era, a virtual cottage industry of Mostly Mozart T-shirts, tote bags, mugs, scarves, and neckties, all of which are regarded by their possessors as musical badges of honor.

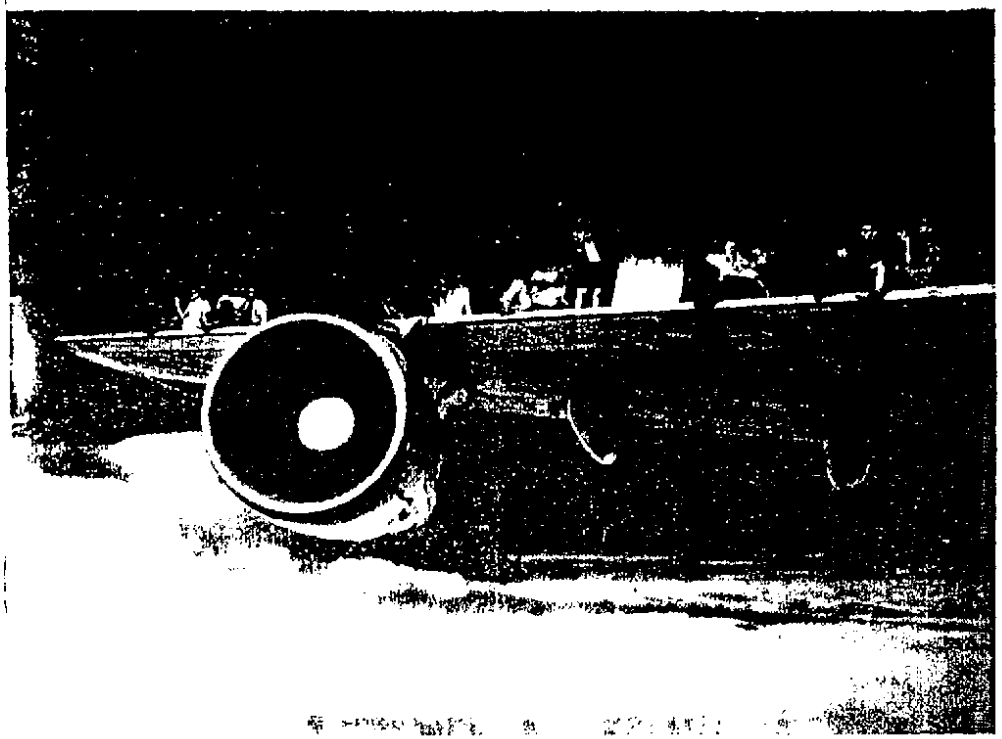
Back in 1782, a Viennese newspaper, *Wiener Zeitung*, wrote, after a visit to the new series of summer concerts inaugurated by Mozart: "We shall now have the pleasure every Sunday of admiring many a virtuoso and virtuosa, and of finding the most agreeable entertainment amid the best society for a small outlay."

So things haven't changed very much. But it's too bad they didn't have T-shirts and tote bags at the Augarten.

Mostly Mozart is sponsored by the Jerome L. Greene Foundation and The Peter Jay Sharp Foundation.

Herbert Kupferberg, a senior editor of Parade Magazine, *is the author of* Amadeus: A Mozart Mosaic *(McGraw-Hill).* The Book of Classical

Have you noticed all your smoking flights have been cancelled?
For a great smoke, just wing it



BENSON & HEDGES 100's
THE LENGTH YOU GO TO FOR PLEASURE

Finally a welcome sign for people who smoke
Call 1 800 494 5444 for more information

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15 mg "tar" 1.1 mg nicotine av. per cigarette by FTC method

SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy

Source: https://www.industrydocuments.ucsf.edu/docs/rqpm0004

BENSON & HEDGES 100's

P R E S E N T S

THE 1995 COLLECTION

For everyone who goes to great lengths for a Benson & Hedges

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Regular Brand Smoked

Offer limited to smokers 21 years of age or older. Offer void in U.S.A. only. Void in Kansas and where otherwise prohibited. Please allow 10-12 weeks for delivery. No face sales accepted. Offer void to employees of Philip Morris and its advertising agencies. Catalog requests must be received by 1/31/96. Offer expires and merchandise orders must be received by 3/31/96.

By participating in this offer and signing below, I certify that I am a smoker 21 years of age or older. I am also willing to receive free cigarettes and branded incentive items in the mail, subject to applicable state and federal law.

Signature (Required)

Today's Date ___/___/___ Month Day Year Date of Birth ___/___/___ (Required) Month Day Year

© Philip Morris Inc. 1995

viewers like these, and I've worked in lots of places," says producer Susan Morrison, a former news producer for ABC and CBS.

The show also has earned critical praise. "I've always seen it as 'Wayne's World' on estrogen," says Gail Shister, TV critic for the *Philadelphia Inquirer*. "It's got a distinctly female energy and the feel, almost, of a public-access show. It makes me think of what TV must have been like during the '50s, when it was really live and anything could happen."

For all their clowning around, Matalin, 41, and Myers, 33, take their politics seriously. Both, after all, have spent much of their adult lives in the campaign trenches, albeit on opposing sides. They became aware of each other during the 1992 Presidential campaign, and their first encounter wasn't pretty.

The acerbic Matalin had issued a nasty fax attack saying Clinton's campaign had spent thousands of tax dollars fending off "bimbo eruptions." The following day, Myers was all over CNN demanding that Matalin be fired for engaging in sleazy behavior. "I paid attention to her after that," laughs Matalin.

Similarly, Myers got the attention of CNBC's Ailes, a longtime Republican partisan, when she went after him during a White House briefing for being too harsh on President Clinton. "She's got guts," Ailes says. "I like that." He hired her after CNBC spent a year using 25 guest hosts to replace Matalin's original cohost, Jane Wallace, who bolted last year for the TX cable network.

Their common history forged a bond between Matalin and Myers. "We really share a kindred spirit," Matalin says. "You have to do Presidential campaigns to know it. You can't describe it to somebody else, and I don't have to describe it to her."

Myers returns the compliment. "I had

These days, commuters can't climb aboard with a cigarette.
For a great smoke, travel the scenic route.

BENSON & HEDGES 100's

THE LENGTH YOU GO TO FOR PLEASURE

Finally a welcome sign for both smokers and nonsmokers. Call 1-800-494-5444 for more information.

[illegible]

SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.

© Philip Morris Inc.

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PARLIAMENT PARTY ZONE

FREE BONUS SPACE PROGRAM

PUBLICATION	# OF INSERTIONS	BONUS SPACE OFFERED	TOTAL VALUE
ATLANTIC CITY MAGAZINE	4	1/3 Black & White insertions	$4,260
BOSTON PHOENIX	2	Black & White columns	$3,164
DAN'S PAPERS	8	1:3 Black & White insertions	$6,456
FIRE ISLAND TIDE	8	1/4 Black & White insertions and Free signage at ferry terminals	$5,291
HAMPTONS	8	1/3 Black & White insertions	$12,000
HAMPTON'S HANDBOOK	1	Full 4-color page	$5,000
IMPROPER BOSTONIAN	3	1/4 Black & White page	$822
MIAMI NEW TIMES	4	1/4 Black & White page	$2,576
PHILADELPHIA CITY PAPER	3	Black & White page	$708
PHILADELPHIA WEEKLY	3	1/4 Black & White page	$1,407
VILLAGE VOICE	1	1/4 Black & White page	$2,000
GRAND TOTAL	**45**		**$43,684**

2071454783

Source: https://www.industrydocuments.ucsf.edu/docs/rqpm0004

PARLIAMENT

Prizes, Games & Fun!

Neptune's Summer's Docker's CPI The Seaport Beach Bar

Presented by
PARLIAMENT

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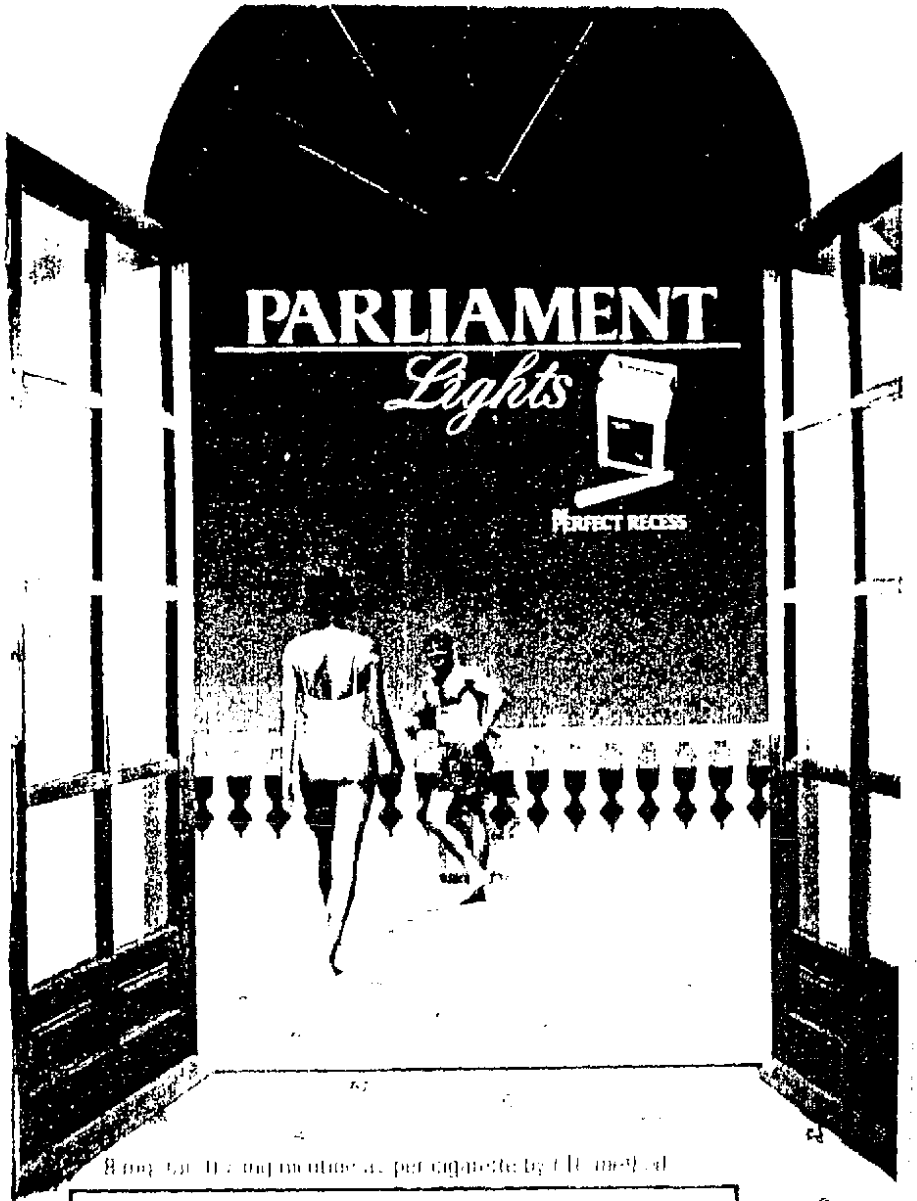
Offer limited to smokers 21 years of age or older



SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.

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CARTOON NETWORK • HEADLINE NEWS • CNBC • MADISON SQUARE GARDEN
• New England Sports Network • Sports South • Home Sports Entertainment •
Pass Sports • Sunshine Network • KBLS Sports • Home Team Sports • Prime
Ticket • Prime Sports North • Prime Sports So • COMEDY CENTRAL • SCI-FI
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"Learning to walk again took a real 'family' effort."

— Vivian Virostek

Vivian Virostek
Physical Therapist Elizabeth Sullivan, and Occupational Therapist Gena Beisner

After I lost my leg in an auto accident, I hated to hear people say "you'll walk again," because I just knew I couldn't do it. But Liz and Gena — two of my therapists at Southside Hospital's Rehabilitation Unit — wouldn't let me feel sorry for myself. Young enough to be my daughters, they treated me like their mother, caring for me and motivating me to help myself. And they were only part of the team of specialists that helped me develop the physical and emotional strength I needed to take my new life.

Some people think rehabilitation is just exercise, but it's so much more than that. During my five-week stay I learned new ways of doing everyday things and staying healthy. I learned to adjust to a new way of looking at myself ... and at my life. Most of all, I gained confidence in my own future.

"There's a feeling of 'family' in the Rehab Unit that ties everyone together — patients, doctors, nurses and therapists. It makes you feel comfortable and secure in what you have to do. It makes you want to do it for yourself."

Southside's new inpatient rehabilitation unit provides a comprehensive approach to returning those disabled by injury or illness back to their fullest potential.

For more information on inpatient rehabilitation at Southside, call 968-3350.

Rehabilitation Services at Southside

Caring comes from the heart

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PARLIAMENT

Prizes, Games & Fun!

Escape to the Parliament Party Zone at these Fire Island locations:

Bocce Beach
Casino
Flynn's
Hausers
Ice Palace
Island Mermaid
Schooner

PARLIAMENT Lights

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SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.

"RAUCOUSLY FUNNY!"

-Stephen Holden, New York Times

party

A New Comedy

Tele-charge (212) 239-6200 Groups: (212) 398-5200

DOUGLAS FAIRBANKS THEATRE 432 West 42nd Street
THEATRE ROW (BETWEEN 9TH & 10TH AVENUES)

2071454785

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VIRGINIA SLIMS

"ASK VIRGINIA" 1/3 FREE BONUS SPACE

PUBLICATION	# OF INSERTIONS	BONUS SPACE OFFERED	TOTAL VALUE
MAINLINE			
LADIES HOME JOURNAL	1	1/3 FOUR COLOR COLUMN	$21,950
MARIE CLAIRE	4	1/3 FOUR COLOR COLUMNS	$53,592
NEW WOMAN	3	1/3 FOUR COLOR COLUMNS	$30,000
PEOPLE	1	1/3 FOUR COLOR COLUMN	$42,817
REDBOOK	1	1/3 FOUR COLOR COLUMN	$11,542
MAINLINE TOTAL	**10**		**$159,901**
AFRICAN-AMERICAN			
BLACK ELEGANCE	1	1/3 FOUR COLOR COLUMN	$2,877
ESSENCE	1	1/3 FOUR COLOR COLUMN	$13,110
AFRICAN AMERICAN TOTAL	**2**		**$15,987**
GRAND TOTAL	**12**		**$175,888**

2071454786

Source: https://www.industrydocuments.ucsf.edu/docs/rqpm0004

ADVERTISEMENT

Ask Virginia Slims

We've been getting thousands of questions about fashion dilemmas. So we started this special column to give you some answers. After all, no one knows style like Virginia Slims.

Q What do you wear under the new slip dresses?
Nothing Showing, Kingston, OK

A *Dear Nothing Showing: A fun attitude. Because slip dresses can look easy-going with a "T" (long sleeve, this time of year). Or a little daring with a touch of lace underneath. And while slip dresses are still in, you'll be at the height of fashion with a shift dress— boxy or shaped. As long as it echoes the 60s, it'll be impossible to slip up.*

Q Are bright eye shadows back in?
Hue's Up, Bakersfield, CA

A *Dear Hue: This season, while eyes are the focal point, they're smoldering and seductive. To get the look, go bare on the cheeks, light on the lips and crazy on the eyes. Try smoky eye shadows in dusky shades of grays and browns, eyeliner underneath and come-hither lashes. With eyes like this, you'll definitely be batting a thousand.*

Have a pressing fashion issue? Fill out the form below and send it with questions to: Ask Virginia Slims, PO Box 20815, New York, NY 10021-0071.

Name _____
Address _____
City _____
Phone Number ( ) _____
Birthdate (for verification only) _____

You must be the smoker of legal smoking age. We cannot answer any individual correspondence. We reserve the right to edit for space and clarity. By signing below, I grant Philip Morris the right to use my comments and letter and/or photograph in any and all forms for commercial purposes and certify that I am a smoker 21 years of age or older. I am also willing to receive promotional coupons and premium offers from Philip Morris. I understand that I am not under any obligation to purchase any tobacco products in connection with this request and that I may withdraw my consent at any time.

Signature _____
(Parent or guardian must sign if smoker is under 18)

Mail by _____ / _____ / _____ (Today's Date)

egg in my

seemed like

2071454787

Source: https://www.industrydocuments.ucsf.edu/docs/rqpm0004

ADVERTISEMENT

Ask VIRGINIA SLIMS

Dear Mousse: Your hair is a great way to express yourself...at 25 or 65. This season brings lots of options, from the very long with bangs, bangs, bangs to the ultra short mod bob. Remember, there's no age limit on beauty, and anyone who tells you differently needs a good cream rinse.

Dear Inch: Hemlines today are up for grabs. But there is a big trend to the just-at-the-knee length. If you're tall, you might avoid the micro-mini, which can make you look like a pantyhose ad. If short, beware of long dresses that look like you're dragging something around (new curtains for the house?). Let the mirror be your guide. Last time we checked, it didn't lie.

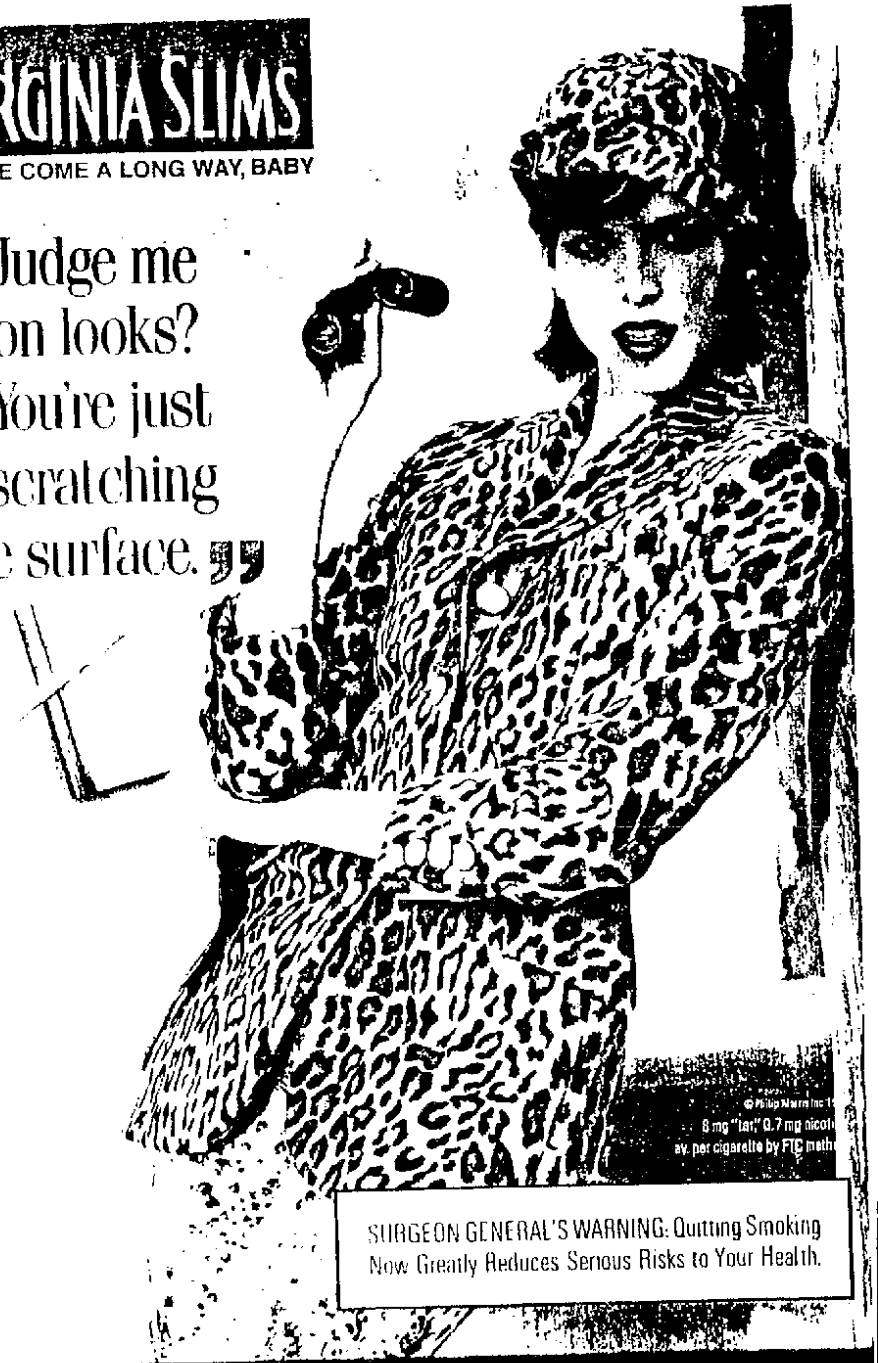
letters

marie claire

VIRGINIA SLIMS

YOU'VE COME A LONG WAY, BABY

"Judge me on looks? You're just scratching the surface."



8 mg "tar," 0.7 mg nicot... av. per cigarette by FTC meth...

SURGEON GENERAL'S WARNING: Quitting Smoking Now Greatly Reduces Serious Risks to Your Health.

2071454788

Source: https://www.industrydocuments.ucsf.edu/docs/rqpm0004

1995

BONUS SPACE SUMMARY

BRAND	PROGRAM	TOTAL # OF PUBLICATIONS	TOTAL # OF INSERTIONS	TOTAL VALUE
BENSON & HEDGES	RESTAURANT LISTING, CATALOG AD & SYNERGISTIC TIE INS	58	81	$1,477,331
PARLIAMENT	PARTY ZONE	11	45	$43,684
VIRGINIA SLIMS	ASK VIRGINIA	7	12	$175,888
GRAND TOTAL		**76**	**138**	**$1,696,903**

2071454789

Source: https://www.industrydocuments.ucsf.edu/docs/rqpm0004

1996 MEDIA UPDATE

HOW MERCHANDISING DOLLARS ARE USED BY PM USA:

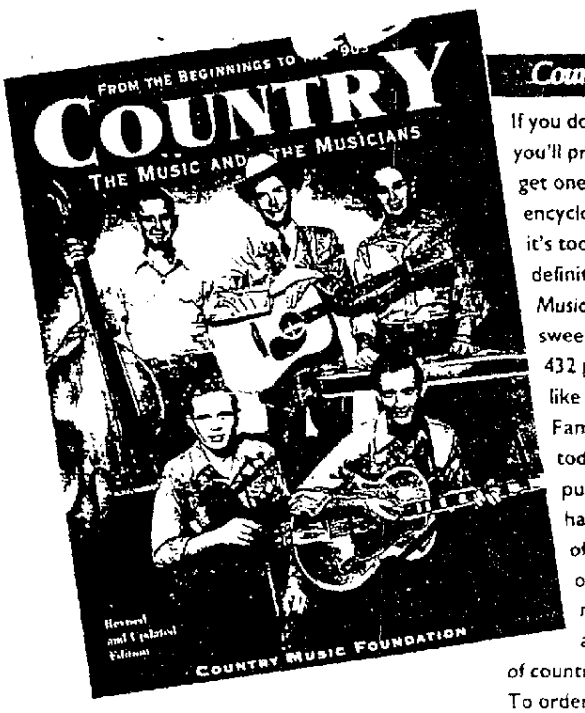
II. Capitalize on PM Brand Events

- Virginia Slims Tennis legends events
  - Gifts for tennis players, flowers for courtside, beauty salon & makeovers
- Virginia Slims Southern Women's Show/Shopping Fling
  - Magazine sponsorships, fashion and beauty tipsheets, and makeovers
- B & H Kings Club Nights (1992)
  - Private parties, giveaways and trips
- Parliament Party Zone (Winter Ski Fest and Summer Resort Program)
  - Ski lift tickets, Ticketmaster gift certificates, American Express gift certificates
- Merit Bowling
  - Miscellaneous giveaways
- Marlboro Indy 500
  - Hospitality Suite

Source: https://www.industrydocuments.ucsf.edu/docs/rqpm0004

untry

May is the month when country music invades California! Dozens of stars will be performing at the second annual FanFest May 5-7 at the Los Angeles County Fairgrounds. For information, call (310) 358-0900. On Wednesday, May 10, the Academy of Country Music Awards will be telecast live on NBC.



Country for Your Coffee Table

If you don't already have a coffee table, you'll probably want to run out and get one just to display this ultimate encyclopedia of country music, because it's too good to keep on the shelf! The definitive *Country: The Music and the Musicians* (Abbeville Press, $45) sweeps a century of music into its 432 pages, starting with immortals like Jimmie Rodgers and the Carter Family and leading right up to today's hottest stars. Originally published in 1988, this new edition has been lavishly updated with one-of-a-kind photos from the archives of the Country Music Foundation, new biographical information, and a selected listing of some of country's greatest recordings. To order, call (800) 278-2665.

Tennis (and Tunes), Anyone?

You know you can't play tennis without a racket! That's the idea behind the Virginia Slims Legends Tour, in which musical stars Barbara Mandrell, Martina McBride, and Gladys Knight (they'll sing) will join tennis greats Chris Evert, Martina Navratilova, and Billie Jean King (they'll swat) for a series of concert-tournament extravaganzas (see the schedule, *right*). Each performance will benefit local AIDS charities. For more information, call (800) 873-8368.

Virginia Slims Legends Tour

Charlotte, North Carolina
[illegible]

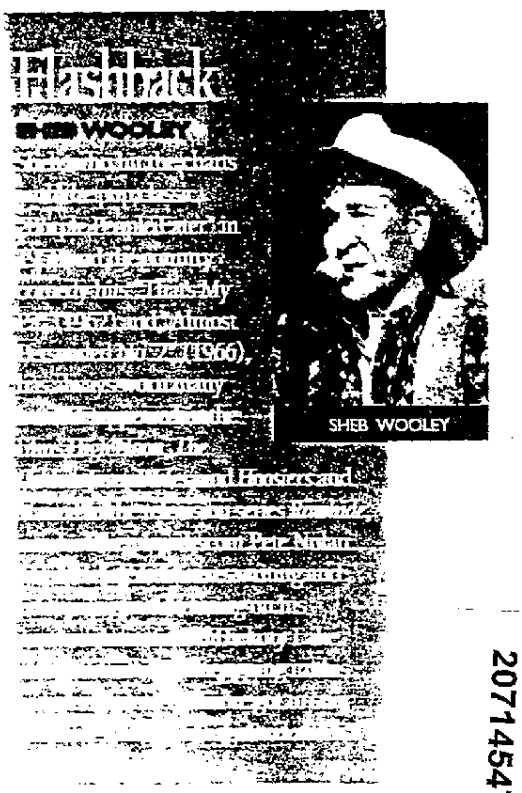
Richmond, Virginia
[illegible]

Oklahoma City, Oklahoma
[illegible]

Houston, Texas
[illegible]

Delray Beach, Florida
December 1-3

Gladys Knight, Barbara Mandrell, Martina Navratilova, and Chris Evert.



2071454791

HOT FASHIONS AT SLIM PRICES.

FOUR DAYS ONLY: October 15-18,
Amon G. Carter Exhibit Hall/Will Rogers Memorial Center
Thursday, Friday, Saturday 10:00am to 9:00pm, Sunday Noon to 6:00pm

Shop for the latest fall fashions and accessories from 200 of America's top designers of daytime, free time and night time apparel. Save 50% off suggested retail prices.

PLUS Make Overs Hairstylists Glamour Shots Prizes
Fabulous Foods Personal Shoppers Fashion Shows and more.

Free Parking Admission $5.00 **For Information: 1-800-849-0248**

Participating Sponsors: Cosmopolitan Magazine, Food Lion, Fort Worth Star-Telegram, Gordon Boswell Flowers, Miller Lite, Prescriptives – Exclusively at Neiman Marcus, Martin & Company Hairdressers, John Robert Powers, Aura Magazine

Philip Morris Inc. 1992

Proceeds to benefit AIDS Outreach Center

Sneak Preview Wed., Oct. 14. Patrons 5:30-10:30pm, Tickets $100.00
Friends 7-10:30pm, Tickets $75

Entertainment Divin Chicks

[illegible] Menthol 1.5 mg "tar"
[illegible] by FTC method

[illegible] VIRGINIA SLIMS 100's

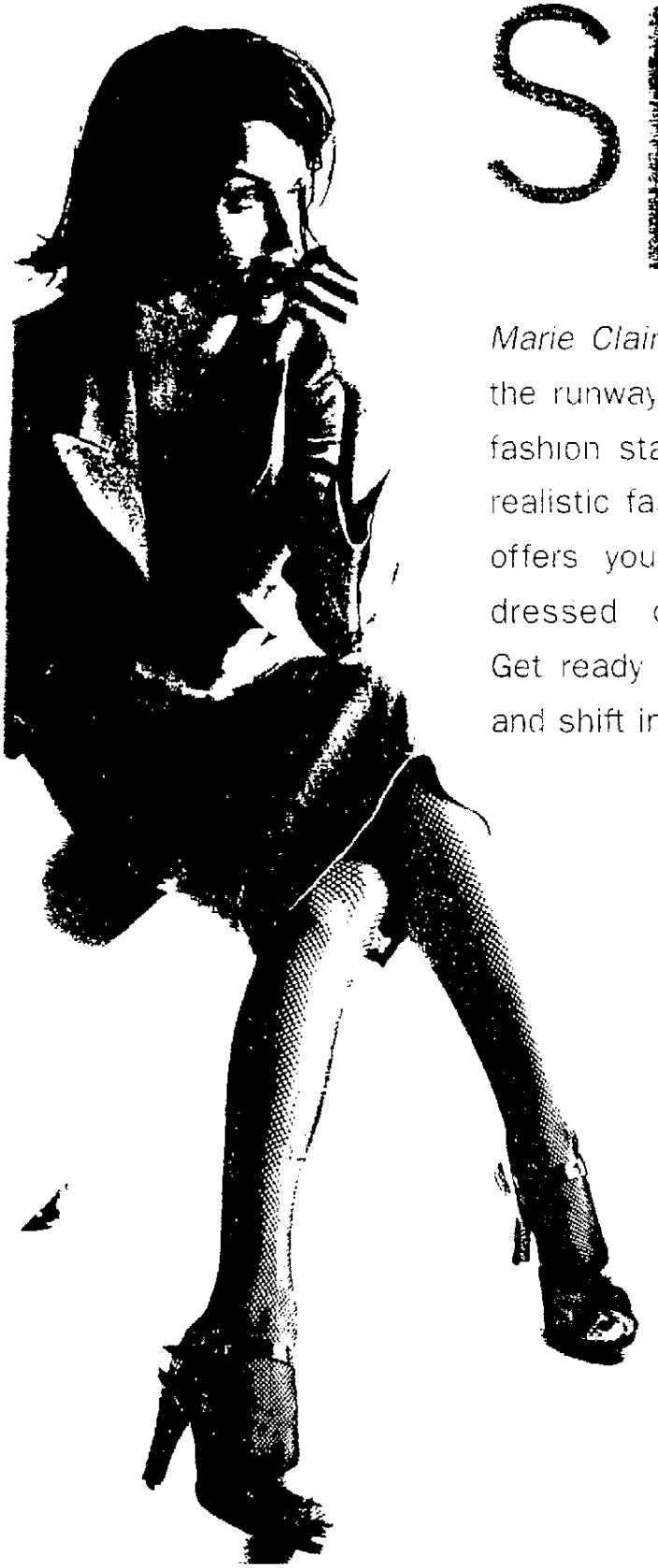
SURGEON GENERAL'S WARNING: Quitting Smoking Now Greatly Reduces Serious Risks to Your Health

2071454792

Source: https://www.industrydocuments.ucsf.edu/docs/rqpm0004

marie clai

ites of spring



Marie Claire takes the latest trends direct from the runway and translates them into accessible fashion statements. With this aspirational, yet realistic fashion approach in mind, *Marie Claire* offers you the following tips on how to get dressed once the warm weather arrives. Get ready to retire your weary winter wardrobe and shift into shades of spring!

1 Classic Comeback. The sign of a true classic is that it always exudes a sense of effortless style. Perfect the art of casual smart: throw a loose jacket over an informal satin dress.

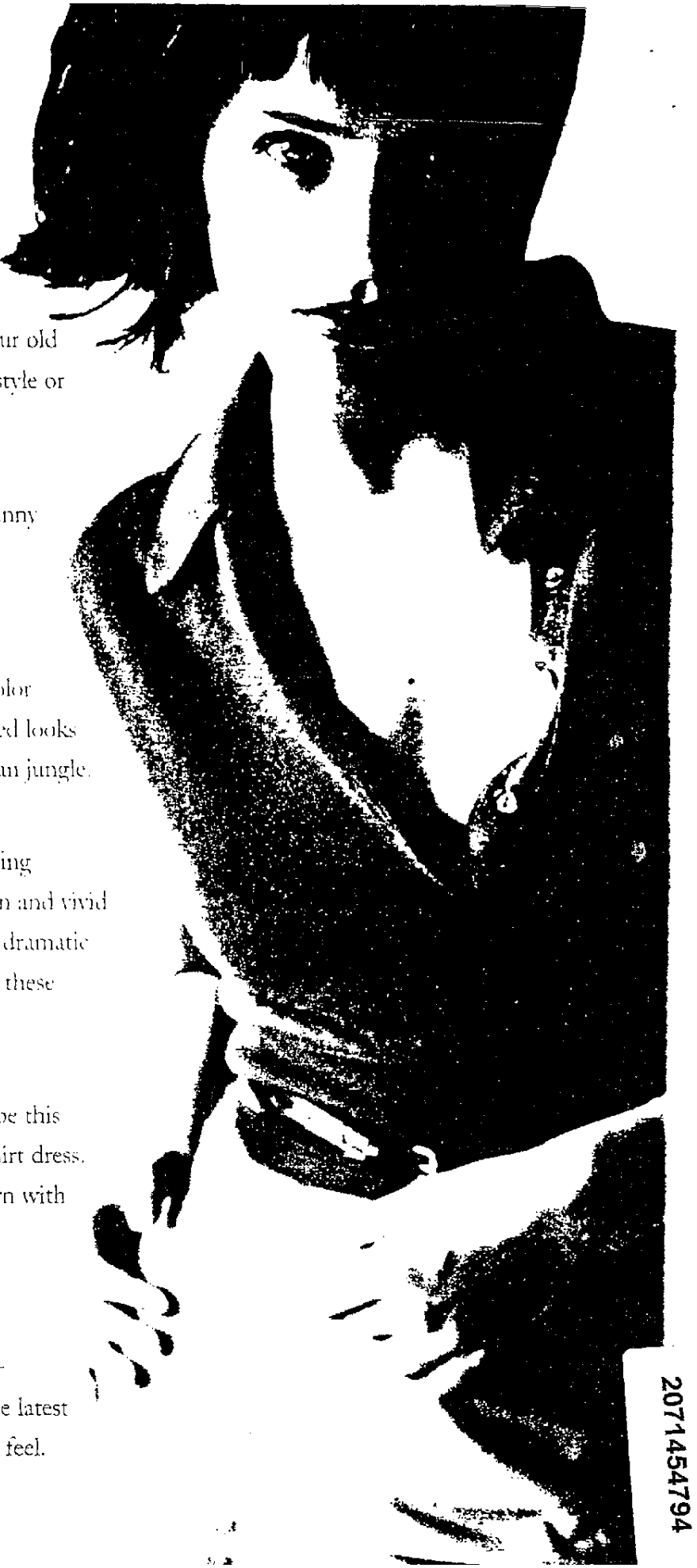
2 Quick Change. Go from casual daywear to nighttime glamour. Wear a basic black or navy shift dress, replace your day bag with a compact, satin clutch and feminize the look with strappy sandals.

2071454793

Source: https://www.industrydocuments.ucsf.edu/docs/rqpm0004

marie claire

rites of spring



3 **Rain check.** April showers bring May flowers — time to retrench your old trench. Go for classic streamlined style or loosen up with knee-length vinyl.

4 **Work-to-weekend transition.** Skinny pants and a light cotton sweater transcend seasonal boundaries.

5 **Safari** — the return of a favorite color of the seventies. Wear safari inspired looks designed for office wear or any urban jungle.

6 **Citrus Bright.** Recharge your spring wardrobe with tangerine, lime green and vivid yellow. For those who don't want a dramatic change, look for new accessories in these bright colors to update your look.

7 **Dress Up.** The essential dress shape this season is the button or zip-front shirt dress. Simply styled, this look can be worn with or without a fabric belt.

8 **Suits You.** The new suit comes in comfortable, unstructured fabric — choose your spring two-piece in the latest silk or matte jersey for a soft, loose feel.

2071454794

Source: https://www.industrydocuments.ucsf.edu/docs/rqpm0004

1996 MEDIA UPDATE

HOW MERCHANDISING DOLLARS ARE USED BY PM USA:

III Internal Programs

- Marketing Conference
  - Uniforms, gifts, speakers
- Theatre tickets and party
- Miscellaneous promotional items
  - T-Shirts, mugs, hats, umbrellas, etc.

Source: https://www.industrydocuments.ucsf.edu/docs/rqpm0004

PHILIP MORRIS U.S.A.
MAGAZINE MERCHANDISING
1991 - 1995

YEAR	TOTAL MAGAZINE SPENDING ($MM)	TOTAL MERCHANDISING DOLLARS USED ($M)	% OF TOTAL	BRANDS
1991	90.4	300.0	0.03	Parliament, Merit, Marketing Conference
1992	75.8	491.0	0.07	B&H, Virginia Slims, Marlboro, Name Generation, Marketing Conference
1993	61.0	222.0	0.04	Marlboro, Virginia Slims
1994	110.9	758.0	0.07	B&H, Marlboro, Parliament, Merit, Virginia Slims, Marketing Conference
1995	**105.9**	**2,004.0**	**1.89**	B&H, Marlboro, Parliament, Virginia Slims, Marketing Conferences

*0.5% is the industry standard for computing merchandising allowances.

2071454796

Source: https://www.industrydocuments.ucsf.edu/docs/rqpm0004

1994 MERCHANDISING DOLLARS BY BRAND

BRAND	PROGRAM	$M	% OF TOTAL	MAGAZINE SPENDING BY BRAND ($MM)	% OF TOTAL
BASIC	NONE	$0	0%	$9.7	9%
BENSON & HEDGES	ACCOMMODATIONS PROGRAM	$180	24%		
	NY TIMES CO. FREE SPACE IN SIP	$30	4%		
		$210	28%	$22.9	21%
MARLBORO	INDY 500	$25	3%		
	COUNTRY STORE LAUNCH	$22	3%		
		$47	6%	$41.2	37%
MERIT	BOWLING	$1	1%	$16.8	15%
PARLIAMENT	PARTY ZONE	$78	10%	$4.4	4%
VIRGINIA SLIMS	SOUTHERN WOMEN'S SHOWS	$7	1%		
	LEGENDS	$105	14%		
	NY TIMES CO. FREE SPACE IN SIP	$15	2%	$15.9	14%
		$127	17%		
MARKETING CONFERENCE		$25	3%		
CASH BACK MERCHANDISING - HACHETTE GROUP (PRORATED TO BRANDS)		$260	35%		
PLAYBILL	THEATRE TICKETS	$10	1%		
TOTAL SPENDING BY BRAND		**$758**	**100%**	**$110.9**	**100%**
% MERCHANDISNG VS. TOTAL MAGAZINE DOLLARS			0.7%		

NOTE: TRADITIONAL MERCHANDISING IS 0.5% OF INDUSTRY STANDARD

2071454797

Source: https://www.industrydocuments.ucsf.edu/docs/rqpm0004

1995 MERCHANDISING DOLLARS BY BRAND

BRAND	PROGRAM	$m	% OF TOTAL	MAGAZINE SPENDING BY BRAND ($mm)	% OF TOTAL
BASIC	- PLAY TICKETS	$1	0%	$9.6	9%
BENSON & HEDGES	- 1/3 PAGE VERTICALS	$1,500	75%	$14.8	14%
MARLBORO	- INDY 500 SUITE	$25	1%	$46.9	44%
MERIT	- NONE	$0	0%	$15.1	14%
PARLIAMENT	- PARTY ZONE (WINTER - SKI TIX) (SUMMER - CONCERT TIX)	$100	5%	$4.1	4%
VIRGINIA SLIMS	- LEGENDS TOUR - ASK VIRGINIA	$25 $176 $201	10%	$15.4	15%
MARKETING CONFERENCES & PM THEATRE DAY	- SPEAKER - CLOTHES - THEATRE TICKETS	$57	3%	N/A	N/A
PLAYBILL	- THEATRE TICKETS & PARTY	$15	1%	N/A	N/A
WOMAN'S DAY	- SUPERBOWL PACKAGES FOR TRADE	$105	5%	N/A	N/A
TOTAL SPENDING		**$2,004**	**100%**	**$105.9**	**100%**
% MERCHANDISING VS. TOTAL MAGAZINE DOLLARS			1.9%		

NOTE: TRADITIONAL MERCHANDISING IS 0.5% OF INDUSTRY STANDARD

2071454798

Source: https://www.industrydocuments.ucsf.edu/docs/rqpm0004

1996 MERCHANDISING DOLLARS TO DATE
BY BRAND

BRAND	PROGRAM	$m	% OF TOTAL	MAGAZINE SPENDING BY BRAND ($mm)	% OF TOTAL
BASIC	- AVAILABLE	$0		$9.0	9%
BENSON & HEDGES	- CLUB B&H	$17		$9.9	10%
	- COOKBOOK MAILING	$20			
		$37	17%		
MARLBORO	- COOKBOOK MAILING	$15	7%	$38.4	41%
	- UNLIMITED (TRAIN LIBRARY)	TBD			
MERIT	- BOWLING DAY	$?	1%	$14.2	15%
PARLIAMENT	- PARTY ZONE (WINTER - SKI TIX) (SUMMER RESORT PROGRAM)	$44	20%	$5.5	6%
PLAYERS NAVY CUT	- SALES INCENTIVE	$2	1%	$1.5	2%
VIRGINIA SLIMS	- LEGENDS TOUR	TBD		$15.8	17%
	- SOUTHERN WOMEN'S SHOW	$2	1%		
PLAYBILL	- THEATRE TICKETS	$5	3%	N/A	N/A
WOMAN'S DAY	- SUPERBOWL PACKAGES FOR TRADE	$105	50%	N/A	N/A
TOTAL SPENDING		**$212**	**100%**	**$94.3**	**100%**
% MERCHANDISING VS. TOTAL MAGAZINE DOLLARS TO DATE			0.2%		

NOTE: TRADITIONAL MERCHANDISING IS 0.5% OF INDUSTRY STANDARD

2071454799

Source: https://www.industrydocuments.ucsf.edu/docs/rqpm0004

"ESTIMATED"

1996 AVAILABLE MERCHANDISING FUNDS BY BRAND

MAGAZINE GROUP	B&H ($M)	MERIT ($M)	VIRGINIA SLIMS ($M)	PARLIAMENT ($M)	MARLBORO ($M)	BASIC ($M)	TOTAL GROUP ($M)
CONDE NAST	2.1	0.0	18.3	6.5	27.7	0.0	54.6
HEARST	0.7	2.3	6.0	0.8	9.9	1.8	21.5
HACHETTE	1.6	6.5	6.5	0.4	18.7	3.0	36.7
KIII	2.4	1.6	3.3	1.9	7.9	0.8	17.9
GENERAL MEDIA	0.0	1.3	0.0	0.6	3.8	0.8	6.5
PETERSEN	0.1	1.0	0.0	0.0	14.4	3.1	18.6
MEREDITH	3.6	3.9	7.5	0.0	7.2	0.5	22.7
TIMES MIRROR	0.3	5.0	0.0	0.0	8.8	2.4	16.5
WENNER COMM.	0.4	1.6	4.5	1.2	8.9	1.9	18.5
BAUER	0.3	0.4	0.8	0.0	0.6	0.5	2.6
AMERICAN MEDIA	0.0	2.0	1.9	0.0	0.0	2.9	6.8
GRUNER & JAHR	2.3	3.3	4.0	0.0	1.0	0.0	10.6
MISCELLANEOUS							
PLAYBOY	1.2	3.3	0.0	0.9	7.3	1.8	14.5
NEWSWEEK	1.8	3.9	0.0	0.0	1.0	0.0	6.7
TV GUIDE	4.3	3.9	3.4	0.0	5.2	6.5	23.3
ESTIMATED TOTAL	**21.1**	**40.0**	**56.2**	**12.3**	**122.4**	**26.0**	**278.0**
TIME WARNER - ACTUAL RESOURCE CREDITS*	99.4	244.4	145.1	31.2	447.9	161.8	1129.8
TOTAL	**120.5**	**284.4**	**201.3**	**43.5**	**570.3**	**187.8**	**1407.8**

*CREDITS CURRENTLY BEING USED BY MERIT, VS, AND B&H

2071454800

Source: https://www.industrydocuments.ucsf.edu/docs/rqpm0004

1996 MEDIA UPDATE

HOW MERCHANDISING DOLLARS ARE USED BY PM USA:

IV. Other Merchandising Ideas Used:

- General Programs offered to all advertisers
  - Pages in Special Interest Publications (i.e. Gruner & Jahr)
  - Reader Service Pages
  - Consumer Sweepstakes
  - Reprints of Ad
  - Complimentary copies

- Customized Programs
  - Database Marketing (i.e. Marlboro Cookbook with Hachette)
  - Remnant Space
  - Time Inc. Resource Credits
    - Media One (Supermarket advertising vehicle - VS & Merit)
    - William Sonoma Cookbook (B&H)
  - Film screenings (i.e. Parliament Theatre Night)
  - Launch Parties (i.e. Marlboro Country Store at "Denim & Diamonds")

Source: https://www.industrydocuments.ucsf.edu/docs/rqpm0004

1996 MEDIA UPDATE

"TRADITIONAL" MERCHANDISING OFFERING:

I. RETAIL

- Shelf Talkers
- Rack Cards
- Counter Cards
- Max Racks
- Mall Kiosks

II. DIRECT

- Alternative Postal deliveries
- Direct Mailings

III. IN MAGAZINE

- Advertorial
- Sweepstakes

IV. TRADE/CONSUMER

- Tailgate Events

2071454802

Source: https://www.industrydocuments.ucsf.edu/docs/rqpm0004

1996 MEDIA UPDATE

RETAIL

OBJECTIVE:

- To increase retail visibility among OPB Brands in the C-Store environment

STRATEGY:

- Utilize resources of a magazine partner to assist in providing impactful displays at the retail level

DETAILS:

- Time Distribution Services can develop a "booklet" sized display to be affixed to the People Magazine display positioned at the front-end check out register of C-stores (i.e. 7-11)

2071454803

Source: https://www.industrydocuments.ucsf.edu/docs/rqpm0004

1996 MEDIA UPDATE

RETAIL

DETAILS: (cont'd.)

- Time Inc. will create a "booklet" for each of the OPB brands with editorial content based on the lifestyle needs/interests of each of the individual brands customer group. Booklets can include promotional offerings/ coupons.

- Can be tested on a limited basis: i.e. 4 markets, 1 brand/market

COST:

- Time Inc. Resource Credits plus additional dollars - TBD

2071454804

Source: https://www.industrydocuments.ucsf.edu/docs/rqpm0004

1996 MEDIA UPDATE

RETAIL

OBJECTIVE:

- To incent consumers to purchase carton at retail

STRATEGY:

- Utilize resources of magazine partner to provide incentive items

DETAILS:

- Gruner & Jahr will create an entertainment promotion using parent company, Bertelsman entertainment resources (BMG)
    - Free gift w/purchase (music tape, cd's, books, video)
    - Self liquidating offer with proofs of purchase
    - 1/3 magazine columns in McCalls or Family Circle to heighten awareness of promotion

COST:

- Merchandising Credits covers up to 17,000 tapes/cd's or 5,700 books/video

2071454805

Source: https://www.industrydocuments.ucsf.edu/docs/rqpm0004

1996 MEDIA UPDATE

DIRECT MARKETING

OBJECTIVE:

- To qualify, update and enhance the PM Database
- To learn more about purchase behavior/lifestyles of our consumers

STRATEGY:

- Match PM's individual brand customer files against the Time Warner database where we can learn about the purchase behavior and interests of our individual customers by brand and apply that learning to:

    - help select more targeted premiums and incentives
    - identify targeted ways to communicate with prospects
    - identify editorial content that is of the greatest to specific customer groups
    - identify individuals that represent good prospects for direct mail contact

Source: https://www.industrydocuments.ucsf.edu/docs/rqpm0004

1996 MEDIA UPDATE

DIRECT MARKETING

STRATEGY: (cont'd.)

- Time Inc. will provide access to its 52 million household database for the purpose of providing in-depth analysis for each of Philip Morris' individual brands

COST:

- Approximate cost $75M to $100M - can be funded through Time Inc. Resource Credits

Source: https://www.industrydocuments.ucsf.edu/docs/rqpm0004

1996 MEDIA UPDATE

TRADE

OBJECTIVE:

- Reward sales force for moving volume in 10 key markets (Regions 1-4)

STRATEGY:

- Capitalize on our relationships with Sports publications to provide a vehicle to motivate, create excitement, and communicate with sales people

DETAILS:

- Merit Fantasy Football Challenge

- Sales Force and/or trade accounts participate in Fantasy Football League @1000 participants
  - Entrants designate 1st/2nd teams

- Prior to beginning of season, Publication mails copy of Fantasy Football Yearbook to participants

- Entrants will receive update every 2 weeks. Updates to include Merit logo & tag line

2071454808

Source: https://www.industrydocuments.ucsf.edu/docs/rqpm0004

1996 MEDIA UPDATE

TRADE

DETAILS:

- At conclusion of season, prizes will be awarded:

	Valued
- 2 Grand Prizes 2 trips to Pro-Bowl in Honolulu	$12m
- 20 First Prizes $100 Amex Gift Certificates	$ 2m
- 10 Wild Card Prizes random selection of $40 Amex Gift certificates	$0.5m

COST:

OOP Cost - $45M (negotiable)

Prizes - $14.5m covered through merchandising allowance

2071454809

Source: https://www.industrydocuments.ucsf.edu/docs/rqpm0004

1996 MEDIA UPDATE

CONSUMER/EVENT TIE IN

OBJECTIVE:

- Capitalize on magazine equity to create synergistic event for Virginia Slims
- Heighten awareness of new creative

STRATEGY:

- "It's a Woman Thing" bar event hosted by strong female magazine in key Virginia Slims markets

Source: https://www.industrydocuments.ucsf.edu/docs/rqpm0004

1996 MEDIA UPDATE

CONSUMER/EVENT TIE IN

DETAILS:

- Postcard mailing to targeted subscribers to maximize attendance
- Provide complimentary cocktails & hors d'oeuvres at event
- Provide entertainment, e.g. female comedian
- Display V-wear items
- Sweepstakes

COST:

- Can be funded through merchandising amount contingent on # of markets

2071454811

Source: https://www.industrydocuments.ucsf.edu/docs/rqpm0004

1996 MEDIA UPDATE

BRAND EVENT ENHANCEMENT

OBJECTIVE:

- Heighten excitement, visibility of Club B&H event to the consumers
- Provide vehicle for name generation

STRATEGY:

- Use custom publishing resources of magazine partner to create "Playbill" to distribute at venue and/or direct mail

DETAILS:

- 24 pages 4 color digest size booklet (16 edit/8 ad pages)
- Includes articles on featured artists, cities & club night program

COSTS:

- Approximate cost $90m to $220m - can be partially funded through Time Inc. Resource credits

Source: https://www.industrydocuments.ucsf.edu/docs/rqpm0004

1996 MEDIA UPDATE

MERCHANDISING PROCEDURES:

TWO PRONG APPROACH

PROVIDE PROGRAM TO ANSWER SPECIFIC OBJECTIVES:

- CONSUMER
- TRADE

OFFSHOOT OF MEDIA PLAN
SPECIFIC BRAND PROGRAM

MAGAZINE COMES TO MEDIA WITH IDEA

MEDIA EVALUATES PROGRAM

MEDIA MEETS WITH BRAND/EVENTS TO ESTABLISH/CONFIRM APPROACH

BRAND ALLOCATED MERCHANDISING $ EXAMINED

PROGRAM EXECUTED

2071454813

Source: https://www.industrydocuments.ucsf.edu/docs/rqpm0004

1996 MEDIA UPDATE

NEXT STEPS:

- Brand/Events to meet with appropriate Media Manager to discusss upcoming projects and/or requests.

Source: https://www.industrydocuments.ucsf.edu/docs/rqpm0004